

Targeted Marketing | Audiences, Strategies, Messages, Tactics, Timelines



AUDIENCE	STRATEGY	MESSAGES	TACTICS	TIMELINE/ PERSON RESPONSIBLE
A) Adults (not currently enrolled in high school) lacking high school credentials	<p>Increase awareness of free GED/skill-building services, as well as of benefits of obtaining GED test credential</p> <p><i>Strategy is the guiding light that illuminates the path ...</i></p>	<p>- “I did it; you can, too!” (Testimonials)</p> <p>- A high school/GED graduate earns an average of \$9,300 more per year than a non-graduate.</p> <p>- Earning your GED may be easier than you think.</p> <p>- We will help you every step of the way.</p> <p>- You deserve a bright future; earning a GED can help.</p> <p>- You will set a good example for your kids and/or grandkids.</p>	<p>- Distribute backpack fliers to elementary schools</p> <p>- Insert information in rent statements – housing authority</p> <p>- Hang fringe fliers at local businesses where audience is likely to frequent</p> <p>- Provide materials to community organizations serving audience)</p> <p>- Staff booth at local events</p> <p><i>Tactics are the specific steps you take along the path.</i></p>	

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